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PTO/SB/31 (04-07)

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NOTICE OF APPEAL FROM THE EXAMINER TO THE BOARD OF PATENT APPEALS AND INTERFERENCES		Docket Number (Optional) UV-174						
<p>I hereby certify that this correspondence is being transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as EXPRESS MAIL, Mailing Label No. EM015924112US in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on <u>June 1, 2007</u></p> <p>Signature: </p> <p>Typed or printed name <u>Isatta B. Smith</u></p>		<p>In re Application of M. Scott Reichardt</p> <table border="1"> <tr> <td>Application Number 09/731,115</td> <td>Filed December 6, 2000</td> </tr> <tr> <td colspan="2">For SYSTEMS AND METHODS FOR COORDINATING INTERACTIVE AND PASSIVE ADVERTISEMENT AND MERCHANDISING OPPORTUNITIES</td> </tr> <tr> <td>Art Unit 2623</td> <td>Examiner Son P. Huynh</td> </tr> </table>	Application Number 09/731,115	Filed December 6, 2000	For SYSTEMS AND METHODS FOR COORDINATING INTERACTIVE AND PASSIVE ADVERTISEMENT AND MERCHANDISING OPPORTUNITIES		Art Unit 2623	Examiner Son P. Huynh
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Applicant hereby appeals to the Board of Patent Appeals and Interferences from the last decision of the examiner.

The fee for this Notice of Appeal is (37 CFR 41.20 (b)(1))

\$ 500.00

- Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee shown above is reduced by half, and the resulting fee is: \$ _____
- A check in the amount of the fee is enclosed.
- Payment by credit card. Form PTO-2038 is attached.
- The Director has already been authorized to charge fees in this application to a Deposit Account. I have enclosed a duplicate copy of this sheet.
- The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 06-1075 (Order No. 003597-0174). I have enclosed a duplicate copy of this sheet.
- A petition for an extension of time under 37 CFR 1.136(a) (PTO/SB/22) is enclosed.

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I am the

- applicant/inventor.
- assignee of record of the entire interest.
See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed.
(Form PTO/SB/96)
- attorney or agent of record.
Registration number 57,189.
- attorney or agent acting under 37 CFR 1.34.
Registration number if acting under 37 CFR 1.34. _____

Signature

Brian E. Mack
Typed or printed name

212-596-9000
Telephone number

June 1, 2007
Date

**NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required.
Submit multiple forms if more than one signature is required, see below*.**

- *Total of _____ forms are submitted.

This collection of information is required by 37 CFR 41.31. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11, 1.14 and 41.6. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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